DATE: March 24, 1997

DISTRIBUTION TO: Division & Retail Managers: Retail Reps. in Divisions 1221, 1322, 1326, 1332, 1330, 1334, 1622, 1738 with WAWA MARKETS Responsibility - CID NO. 0325-00-00

cc: J. Piscitelli, Regional Sales Managers, J. Morris

ROUs: 1210, 1310, 1610, 1710, and 2910

Please distribute to Retail Reps. in 1221, 1322, 1326, 1330, 1332, 1334, 1622, 1738 and 2926

FROM: J. M. Rago - Philadelphia Chain Accounts

ACCOUNT NAME: Wawa Markets CHAIN I. D. # 0325-00-00

DIRECT ACCOUNT _____ SIS # _____

PROGRAM PROMOTION	JACKS 2 Packs for $2.00 --All States
STORES INVOLVED	All Wawa Markets
TIMING	April 7, 1997 through April 20, 1997
PROGRAM DETAILS	Automatic Distribution of Jacks Product will be made to all stores the week of 3/31/97. Promotion will be supported with a corporate window banner announcing special pricing on Jacks. RJR field reps. are authorzied to place a temporary display with POS on selling counter for those locations which do not have three-sided UPM. Those locations with UPM: RJR authorized to place two starbursts announcing pricing on Jacks.
SALES & RETAIL REP. ACTION NEEDED	Ensure Pricing Banner is placed in front window of each location. Utilize Starburst--details above and ensure store manager's understanding of program.
CHAIN ACCOUNTABILITY	Special PLU Look-Up Key will be used in all locations to handle special pricing.
ROU RESPONSIBILITY	Distribute to all sales and retail reps. with Wawa Responsibility.
POS/Location	Front Window and on UPM and temporary display
Program Sold by (RJR);	J. M. Rago 71831
Program authorized by:	Kathy Pinto/Category Buy, Wawa Markets
Authorization Letter:	In File (Joe Rago)
Contact for Problems	Joe Rago - 71831

51847 2600

Source: https://www.industrydocuments.ucsf.edu/docs/knxy0000